



Faculty of Applied and Creative Arts

**INQUIRY INTO MOTIVES OF THE AUDIENCE ATTENDING  
INDEPENDENT MUSIC CONCERTS**

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**BACHELORS DEGREE WITH HONOURS  
(Arts Management)  
2016**

**AN INQUIRY INTO MOTIVES OF THE AUDIENCE ATTENDING  
INDEPENDENT MUSIC CONCERTS**

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This research is being conducted as a partial completion to Bachelor Degree with  
Honours (Arts Management).

Faculty of Applied and Creative Arts  
University Malaysia Sarawak

2016

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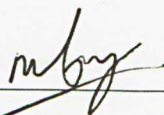


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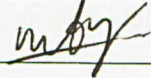
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## **ACKNOWLEDGEMENT**

First and foremost, I would like to express my full appreciation to my supervisor, Mr. Mohd Fahmi bin Yahaya for guiding me throughout this research in terms of voicing out suggestions, giving clear guidelines and ideas during the completion of this research. He also had been very understanding and gave us worthy advices that encouraged us to complete this research. Also, to all of the awesome lecturers from the Liberal Arts Department for teaching me lessons not only academically, but also in life.

My sincere acknowledgement goes out to all of the respondents that had completed the questionnaires for my research. They had given their full cooperation during the data collection period. Without them this research could not be completed as it is now.

Besides that, I would like to give my full gratitude to my family members for the full support they had given to me not only in terms of emotional support but also financial support. They had been very compassionate and understanding even though at times I am at my lowest.

Next, kudos to all of my best friends for being such great companions, teachers, advisors and family members to me during the completion of this study. They helped me a lot in conducting this research and cheer me on in the weirdest ways I could possible think of.

Last but not least, all thanks to God for without His grace, love and blessings, this thesis would not had been possible.

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## **ABSTRACT**

The objective of this research is to survey the audience's causes in attending independent (indie) music concerts. The discovery of this research will help us to understand the preference of diverse audiences that appreciate different aesthetics of music concerts. The location of this study took place in Kuching which targeted at bars that provide live band performances and had organized several independent gigs in the past. Quantitative research was used to attain the outcomes of this study. 210 respondents had completed the questionnaires distributed to them. The questionnaires contained the possible factors that could triggered the desire to attend this particular form of concert. Factor analysis was used to obtain the outcome of this study. The results shows that the most agreed factor by is emotionally rewarding then followed by socialization, self-actualization and lastly the audience's esteem.

**Keywords: Audience, Motives, Independent, Concerts**

## **ABSTRAK**

*Objektif kajian ini adalah untuk meninjau punca-punca penonton untuk menghadiri ke konsert muzik indie. Hasil penemuan kajian ini akan membantu kita untuk memahami persepsi-persepsi penonton dalam menghadiri sesebuah konsert. Lokasi bagi kajian ini berpusat di bar-bar yang terdapat di Kuching. Bar-bar tersebut menyediakan persembahan live band dan pernah mengadakan beberapa gig muzik indie. 210 responden telah menjawab borang soal selidik yang telah diedarkan oleh pengkaji kepada mereka. Soalan-soalan yang terdapat pada borang soal selidik tersebut mengandungi elemen-elemen yang berkaitan dengan skop kajian iaitu faktor-faktor yang mencetuskan keinginan penonton untuk menghadiri ini tertentu konsert. Analisis faktor telah digunakan untuk mendapatkan dapatan kajian ini. Keputusan menunjukkan bahawa faktor yang paling dipersetujui oleh responden ialah untuk kepuasan emosi, sosialisasi, aktualisasi diri dan esteem penonton.*

**Kata kunci: Penonton, Motif, Berdikari, Konsert**

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 BACKGROUND OF STUDY**

According to Bob Baker (2008), indie music, which comes from the word "independent," can be defined as a small grouped, non-exclusive and low-budget labels on which the products are released and more of the do-it-yourself (DIY) attitude of the bands and artists that are involved in the music industry. The term Indie is used to define those music bands, any music bands either men or women bands, that came from a wide range of styles and music genres but their foremost goal is not to achieve profitable success but focuses more on the production of music and spreading messages through music.

Indie music artists refer to the entertainers that did not sign to any major record companies and whose music can be considered eccentric or non-conformist. A non-conformist person is an individual whose behaviour and views are not affected by certain practises and ideas. This non-conformist attitude is accompanied by a philosophy of freedom and independence is always delivered to youths by the aid of music. Not only that, this also can be issued with the act of rebellion against certain parties, beliefs, and cultures.

However, indie music entertainers know how to manage their careers and at the same time implement a proactive approach to getting their music reached out to the public's ears. Whether their music got the attention of the public or not, indie music artists enjoy making music even if they did generate a lot of profit. At its most basic

level, indie music isn't a genre, it's a state of mind where they focus more on the quality of music, not the quantity of the profit

In Malaysia, the independent music scene started to flourish. According to Zakwan (2015), the local music scene had taken Malaysia to a new level of music appreciation. Indie music bands are getting recognized by the public and even independent clothing shops started to gain its place in the nation's economy as well. Some indie local bands such as *Hujan* and *Bunkface* had made a mark as well in the music industry. Indie bands started to mushroom all over the country and had taken the attention of the country's youths

Cohen (1995) suggests that locality could be most usefully used in popular music studies to discuss networks of social relationships, practices, and processes ranging from particular places, and to draw attention to the relationships for instance between space and time, the relative and the theoretical, the distinct and the collective, the self and the other. In this detail, the local is defined by reference not only to a community but also to a shared sense of belonging within global culture. The location of the study was taken in Kuching, Sarawak, Malaysia.

Everyday life of today's people seems to be getting more and more complex. Working life among individuals are getting more and more demanding and the needs and expectations for leisure time increasing (Heini, 2003). People want to get as many experiences as possible and the activity of the individual is no longer based only on rationality but on the combination of emotions and rational thinking (Linko, 1998). Audience varies not only to indie music lovers but also to the "outsider" that knew nothing about indie music or never attend an independent music concert. So, the



motivations of them attending indie music concert also varies which the researcher sought to acquire in this study.

### **1.3 PROBLEM STATEMENT**

The understanding of the genre independent music contrasts for every individual and dissimilar insights had flourished from time to time which affects the attendance of concerts. Indie music not only reached out to the ears of the audience, but also the hearts of the people (Yeow, 2008). Between 2010 and 2015, in the leisure sector of music concerts has shown the strongest rate of value growth, rising by 45% (Mintel, 2015). The intentions of presence in this specific event need to be restudied in order to gain insight of the audience motives in attending an indie music concert.

According to Adam (2015), attending a music concert can reduce stress due to the release of the hormone cortisol. Prior to that, appearing to a concert did not always mean that they come to appreciate the music but instead to give support to their family members or friends (Malik, 2009). Some people just happened to pass by to a particular music event and decided to observe due to numerous people flocking around the stage (Cassidy, 2006).

People who attend music concerts have their own agenda which motivates them to annually attend the same kind of music concert (Hiuchback, 2011). Audiences who were ready to meet new experiences and they thought the coming concerts would be a kind of adventure to them but they also expressed the idea that there could be a risk that they would end up feeling bored during the concerts. (Kolb 1999.) So, this study attempts to find out the reasons of the audience attending independent music concerts



by using factor analysis and compare the most approved motive stated by the respondents.

#### **1.4 RESEARCH OBJECTIVES**

1. To identify the motivations of attending independent music concert among consumers.

#### **1.5 RESEARCH QUESTIONS**

1. What motivates consumers to attend independent music concert?

#### **1.6 SIGNIFICANCE OF STUDY**

This research will benefit the future consumers of indie music concerts. To inquire vital information based on consumer motivation needed for arts managers or anyone that seek in conducting future events that involve indie music.

According to Niles (2005), research in seeking motives can enhance the use of infrastructure and economic resources, better utilize employee talents and abilities, improve productivity and profitability, improve planning and preparation, boost employee morale, advance administrative accountability, better evaluate success and develop greater trust and understanding of key organizational goals and objectives. One of the significance is for the academic usage of future research by other researchers.

Next, is to provide information for future indie music consumers and the public about indie music concerts. Indie music concerts are not well known to the community. Performers frequently moan about never seeing a royalty check from

their record label, no matter how many discs they sell but this is a different case for the indie music artists that do these concerts.

This research is conducted to put down the stigma that has been negatively judged towards them. Furthermore, this research also benefits the researcher herself by inquiring deeply the information that had been obtained from this research.

Lastly, this research is done to inquire vital information based on consumer motivation needed for event /arts managers in conducting future events that involve indie music. Research enables all of the above to be challenged. Basing decisions upon evidence is morally sound.

Research can help the arts coordinators to understand what works and why, what the short and long-term implications are, provide a justification and rationale for decisions and actions based on the event, help to build a repertoire to help deal with the unexpected, identify inner problems of the events, inform improvement and so forth.

## **1.8 ORGANISATION OF STUDY**

This thesis was prepared and ordered in five chapters. Chapter 1 delivers an introduction to the study. Not only that, this chapter delivered the objective of the study, research question, problem statement, and the significance of the study.

Next, in chapter 2, researcher had provided a literature review which discusses the motives of the audience in attending independent music concerts. Besides that, in chapter 3, the researcher explained the methodology of this study, which includes research design, sampling method, data collection method, question design, development of the questionnaire and plans of data collection.

Chapter 4 comprises of the results from data analysis and stated the factor analysis results. Lastly, chapter 5 discussed the findings of this study as well as the implications as well as recommendations. Finally, an overall conclusion was given at the end of this research paper.

## 1.9 SUMMARY

Indie is a term used by music bands or any music performers that came from a wide range of styles and music genres. Their foremost goal is not to achieve profitable success but focuses more on the production of music and spreading messages through music. Their gigs or concerts were one of the medium for them to spread the word out to reach the audience.

Audience diverges not only to indie music lovers but also to the “outsider” that knew nothing about indie music or never attend an independent music concert. Individuals who appear to music concerts have their own agenda which motivates them to attend the same kind of music gig (Hiuchback, 2011). The researcher aimed to seek the motives of the audiences attending to independent music concerts.

Next, the significance of this study is to provide vital data based on consumer motivation needed for event /arts managers in conducting future events that involve indie music .Not only that, it provides information for future indie music consumers and the public about indie music concerts. Lastly, to benefits the researcher herself by inquiring deeply the information that had been obtained from this research



## **CHAPTER 2**

### **2.1 LITERATURE REVIEW**

#### **2.1 MUSIC**

The definitions of music are very multifaceted. It varies for every single person. Music is a form of art and just like any other forms of art, music is very subjective. The connections between humans and music are also very subjective. Music has its own way to connect with the audience. There are many answers to select from. The answers array to several leads such as music can touch the listeners emotionally and spiritually. Music is another medium to reach out to the audience and for delivering underlying messages to the listeners (Hewlett, 2012).

Besides that, the intellectual fulfilment experienced by enthusiasts from learning diverse music genres and exploring the authenticities of varied music arrangements. Audiences want to gain something valuable when it comes to attending an event (Audrey, 2011). There is personal contentment felt by the performers from the consistent band rehearsals and music training.

Next music not only connects with the people but also forms a mutual connection between individuals. The strong bonds that forms and understanding between fellow band members, new friendship, and family ties form from an existence of a new music band. Family members, friends, spouse of the music performers tend to attend music concert as a way to give their full support to the performers (Ghadaffi, 2004).

As a conclusion, music attracts audiences for several reasons. It inspired hearers and even the entertainers to shake and move their body to the rhythm of the

music from the pleasure of hearing (Bunt, 1994). A particular song attracts a particular type of audience because the lyrics and rhythm are closely related to them (Corby, 2005). Music plays a vital role in attracting the audiences to attend a music concert not only because it attracts the ears, but also nourishes the soul and the same time provide an experience to the listeners.

### **Independent (Indie Music)**

The definitions of indie music vary from different people. Some defines are according to the beauty of the rebel. It is the intersection of various aesthetic, social, and commercial phenomena and unique glance into the complexities of cultural production (Ryan, 2005). According to Kevin Smokler (2013), "indie" meant honest, real, uncorrupted and "mainstream" which meant processed, and garbage.

These forms of music lovers require nothing but the fiery passion that they have for music. Indie was an 80's term coined by the media to describe a whole wave of unsigned bands, who recorded and released their own records independently, hence the term shortened to Indie (Laerman, 2002).

Not only that, since the term, "indie," derives from "independent," there are many music paramours who strictly define indie music by what type of label the artist works with. An independent record label is purely a record label that functions without the association to or finance from a major record label.

In terms of labels, artists who choose to work with independent labels tend to do so because they feel that they get more control, actually, in this case – freedom, over their creativity. Independent labels cannot offer the artists enough money in the first place, so the artists are paying for career aspects such as recording, touring, and

publishing out of their own pockets. However, because they are paying for all of this, they are also entitled to make each and every one of these business decisions their own.

Artists who fear of being a sell-out if they do gain commercial success often use independent labels as somewhat of a security blanket for theirs. Major labels often have more control over the creativity and what is being published, but most of all they also have some control over how the label can profit from the artists' music. Artists who sign with independent labels feel they have support in the right way, and this is often linked to how indie artists work with integrity.

Moreover, these artists are said to be more eccentric and dedicated to their work compared to the world known celebrities. Based on Gabrielsson (2003), the sole sound that independent artists tend to have in contrast to their mainstream foils: poetic lyrics, an often "rawer" and less-polished sound, and alternative time signatures or chord progressions. Indie music is a genre that has a different sound and more meaningful lyrics than that of the mainstream.

As also stated by Juslin (2001), Indie music can also be a way of life because the artists aren't generating or making profits for "the man." As previously mentioned, integrity is a gigantic factor in what some people define as indie. Most people will say indie is anything that is not mainstream. These entertainers do not care if everyone hates their music.

Indie music is the music for the rebels, the radicals, and the revolutionary. Refers the independent art such as music, film, literature or anything that fits under the broad banner of culture which was created outside of the mainstream and without



corporate financing (Kolb, 2001). Indie music listeners will often unite with their artists' aesthetics or philosophies. To make indie music is to make music that represents what they stand for. The artists are writing music for themselves and not for radio play. This is a main justification for indie artists choosing not to sign with major labels.

Since the scene's inception in the late 1970s with the advent of punk, some say that the term indie has evolved into something that has far less meaning than the original rebellious, creative, do-it-yourself aesthetic (V.J Konnecni, 2003). Growing in a more progressive world, indie is now nothing more than a branding tool: a highly commercial and money-driven movement, more concerned with marketing a particular image instead of culture with a truly independent nature and passion for its art.

As pointed by Small (1998), major labels and film studios now use the indie tag to market validity, often slapping an indie label on a piece of art, even if the label isn't essentially accurate, to attract a hipper, younger demographic eager for original and offbeat entertainment.

Now, indie artists tend to join together with the Do It Yourself (DIY) ethic which originates from the punk aesthetic as stated by Knulst (2005). DIY refers to being self-reliant without the help of others. Indie music is linked to the DIY ethic because of its importance of individualism and rebellion which stemmed from punk dogma. Indie does not simply mean independently released music, nor does it describe any single genre of music. It's a sweeping terminology that describes general